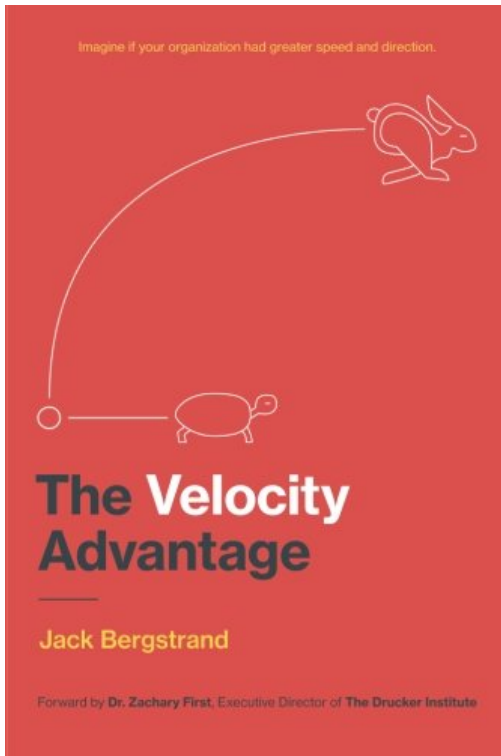


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## Book details

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## Book Synopsis

The management practices that worked spectacularly in the industrial age are failing us miserably in the knowledge age. There is a new and better way. Imagine if your organization had greater speed and direction. The Velocity Advantage helps executives and employees achieve better and faster results with less effort and aggravation. It explains how every company and cross-functional team can systematically improve their speed and direction, even in the midst of organizational chaos. The result of 35-years of research and direct application across many companies and industries, the step-by-step approach described in this book shows how to work together in a new way—“with more impact, energy, and personal engagement. It is easy to have speed without direction. It is also easy to have direction without speed. This book shows how to achieve both speed and direction. The time is right. Big companies no longer beat small ones; fast companies beat slow ones. Today, every organization needs The Velocity Advantage.